

## AMUSEMENTS

## "It Pays to Advertise."

Pressing from the more serious vein of plays, the New Lyric players prove themselves unquestionably worthy of the consideration of all Memphis theater-goers by their presentation Monday night at the New Lyric theater of "It Pays to Advertise," a great laugh farce.

"It Pays to Advertise" is the happiest vehicle they have chosen for presentation in Memphis and it was a thoroughly satisfactory audience that left the theater at the close of the last act.

"It Pays to Advertise" is a show everyone should see. It is said that a good hearty laugh is the best tonic in the world and if such is the truth, everyone who saw "It Pays to Advertise" last night is well and happy today and chuckling over the many amusing situations with which this comedy story abounds.

This, the third offering of the New Lyric players, may well be taken as a criterion by which to judge the ability of the cast. A serious play, a melodrama of the crook type and now a pure out-and-out comedy have been presented, each if anything improving upon the merits of the company.

"It Pays to Advertise" is a well-conceived story, bristling with bright lines and amusing situations and although one rather expects the heretofore idle son of the rich soap manufacturer to outwit his father with his extravagant and amusing advertising campaign, it is not until the last moment that the pattern is sure he has solved the situation. It is in this sustained interest that the author excels and in writing "It Pays to Advertise" he has not neglected interpolating a pretty romance.

The responsibility for the marked success of the play rests upon the shoulders of Arthur Bramley, who is not the villain in this play, but the son who overruns the family. James Donnan as Arthur Peale, the try-anything-once advertising agent, is at his best in this humorous role and Miss Mabel Caruthers is excellent as Constance de Beaumont. M. Tello Webb has an important part as Cyrus Martin, the soap king, and Miss Lillian Kemble is at her best as Marie Grayson, the stenographer. Others give a finished performance and reflect credit on the company.

"It Pays to Advertise," as one of the brightest comedy successes of today, is a play no one should miss and will be at the New Lyric all week with matinees Wednesday, Saturday and Sunday.

## MEMBER OF PROMINENT MEMPHIS FAMILY DIES

A member of one of Memphis' oldest and perhaps best known families, Miss Mildred Davis Goyer, died at her home, 702 Jefferson avenue, late Monday afternoon, after an extended illness. Miss Goyer had been an invalid since childhood, when she was paralyzed in an accident. Her death brings to a close a life that was unexampled in cheer and kindness to those who made her comforted life more endurable, and she numbered among her friends thousands of Memphians.

Miss Goyer was 52 years of age, and was born and reared in Memphis. Her father was the late C. W. Goyer, one of the most prominent business men of two score years ago. He was a member of the wholesale grocery firm of Stratton & Goyer, which later was later known as the C. W. Goyer company. He was joined by their deaths in 1881. The old Goyer residence at 702 Jefferson avenue is still today one of the fine homes of Memphis.

Miss Goyer leaves to survive her three sisters and one brother, Mrs. Peter McIntyre, and Mrs. Florence W. Taylor, both of Memphis; Mrs. H. J. Forney, of Atlanta, and Edward A. Goyer, of St. Louis. Mr. Kordick was formerly a Memphis business man before his removal to Atlanta.

The funeral services Wednesday will be private and Rev. H. O. Husted, of the Court Avenue Presbyterian church, will officiate. Interment will be private in Elmwood.

## T. D. MAYBAKE DEAD.

ANNISTON, Ala., Jan. 14.—Theodore D. Maybake, a leading cotton broker and head of the concern which bears his name, died early this morning of pneumonia, superinduced by influenza.

## Stops The Tickles

Heals the Throat and Cures the Cough. HAYES' HAYES' HONEY. Price 25c. A free box of PEN-O-TRATE SALVE for Chest Colds and Head Colds is included with every bottle.

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Society's Mirror  
By Ida Mynders

Items for the society page can be telephoned, sent by messenger or mail or brought to The News Scimitar personally. Until 5 o'clock, telephone Main 494. After that hour call Henlock 661. All notices for Saturday's paper must be sent by mail Friday afternoon.

## SUFFRAGE ACT MOVES FORWARD.

Washington, D. C., Jan. 13, 1919. Mrs. Isaac Reese, Memphis, Tenn., now looks certain that suffrage amendment will pass senate next week. An optimistic outlook.

## KENNETH McKILLAR.

## ENTERTAINMENTS

## For Miss Nash.

Mrs. William Fitzgerald entertained with a beautiful miscellaneous shower and a dinner party at her home, 410 North Walden boulevard, Sunday afternoon in honor of her attractive niece, Miss Ella May Nash, whose marriage to Mr. Joseph E. Brunner will take place Wednesday morning.

## For Judge and Mrs. Rose.

A lovely affair in honor of Judge and Mrs. George B. Rose, of Little Rock, Ark., will be the luncheon given by Mr. and Mrs. B. F. Turner at the Memphis Country club Wednesday at 12:30 o'clock.

## For Dr. Coleman.

A beautiful reception will be tendered Dr. W. H. Coleman, new pastor of the St. John's Methodist church, and his attractive family, by the members of the church, Wednesday evening from 7 to 10 o'clock, at the Sunday school rooms.

## Y. L. I. Will Entertain.

Members of the Young Ladies' Institute will entertain with a dinner and card party Wednesday evening at 6:30 o'clock at the Knights of Columbus hall.

## WEDDINGS

## Nash-Brunner.

A beautiful morning wedding will be solemnized at the Sacred Heart church Wednesday morning at 9 o'clock, when Miss Ella May Nash, daughter of Mr. and Mrs. W. H. Nash, will become the bride of Mr. Joseph Edward Brunner.

## Clayton-O'Bannon.

Announcement has been received of the marriage of Miss Leah O'Bannon, daughter of Mr. and Mrs. J. L. O'Bannon, formerly of Memphis, but now of Dallas, Tex., to Sgt. E. R. Clayton, of Omaha, Neb., on Jan. 11, at Dallas, Texas.

## Wright-Ryan.

Mrs. Georgia A. Ryan announces the marriage of her daughter, Hetty, to Lieut. C. C. Wright, of Lake Charles, La., the ceremony having been performed by the Rev. Oscar D. Brown in the presence of a few friends and relatives.

## Wein-Rosen.

The marriage of Miss Leah Wein, daughter of Mrs. Ike Wein, 702 Pontotoc avenue, to Mr. Elias Rosen, of Montgomery, Ala., will take place at the Lyceum hall, 81 North Second street, Sunday night at 7 o'clock, Rabbi Gold officiating in the presence of friends and relatives of the young couple.

## Class to Meet.

An important meeting of the Mission Study class of the Second Presbyterian church will be held Wednesday afternoon at 2 o'clock.

## Piano Teachers.

The Memphis Piano Teachers' association will meet Wednesday morning at 11 o'clock in the Women's building.

## Teachers' Reserve Corps.

The teachers' reserve corps will not meet Wednesday afternoon as was formerly announced, because of the absence from the city of the leader, Miss Mabel Cooper.

## Cooking Class.

An interesting class and demonstration in cooking will be held at the Settlement school of the Second Presbyterian church by Miss Clara Haskins, city home demonstration agent, Wednesday afternoon at 3 o'clock. All interested are cordially invited to attend.

## Bratton Chapter.

An important business meeting of the Martha Bratton chapter, D. A. R., will be held in the parlors of the Peabody hotel Friday morning at 10:30 o'clock. All members are urged to be present.

## HERE and THERE

Dr. W. C. Walker, of Webb, Miss., spent Monday in Memphis on business and pleasure combined.

## Miss Marie Louise Schwartz.

Miss Marie Louise Schwartz has returned from Nashville, Tenn., where she has been the guest of Miss Margaret Fennell. A number of beautiful affairs were tendered Miss Schwartz during her stay.

## Sgt. Francis R. Reilly.

Sgt. Francis R. Reilly is spending a furlough at home with his parents, Mr. and Mrs. J. C. Reilly.

## Miss F. H. Spaulding.

Miss F. H. Spaulding, of Denver, Col., the attractive guest of Mr. and Mrs. W. E. Gage.

## Judge and Mrs. George B. Rose.

Judge and Mrs. George B. Rose, of Little Rock, are the guests of Dr. and Mrs. B. F. Turner.

## CHARMING FRIAR POINT GIRL WHO RECEIVED MUCH ATTENTION HERE



MISS ELIZABETH BUSBY.

Miss Elizabeth Busby, of Friar Point, Miss., who was the guest of Miss Ethel Lawrence during the holidays, was one of the most attractive visitors in Memphis during the holiday season. A number of beautiful social affairs were given in her honor while she was in the city, and she has a wide circle of friends and admirers among the members of the local young society set.

will make their home at 521 Stafford avenue.

Dallas, Tex., to Sgt. E. R. Clayton, of Omaha, Neb., on Jan. 11, at Dallas, Texas.

After a few weeks' visit with the bride's parents, the young couple will make their home at Omaha, Neb.

Mrs. Clayton has a wide circle of friends in Memphis and West Tennessee who will be interested to learn of her marriage.

The marriage of Miss Leah Wein, daughter of Mrs. Ike Wein, 702 Pontotoc avenue, to Mr. Elias Rosen, of Montgomery, Ala., will take place at the Lyceum hall, 81 North Second street, Sunday night at 7 o'clock, Rabbi Gold officiating in the presence of friends and relatives of the young couple.

After the ceremony Mr. Rosen and his bride will leave for Montgomery, Ala., where they will make their future home.

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## Wednesday Specials

Continuation of the White Sale

Clearance Sales in All Sections

## A Clean-Up of COATS



Women's and Misses' In a Variety of Attractive Modes

\$19.75

Formerly Sold to \$35

We have taken from our higher priced assortments 350 stylish winter coats, made in the season's most desirable materials, some of them worth up to \$35.00